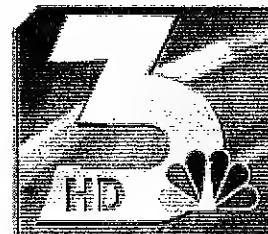


ORDER



KSNV

Orders

Order / Rev: 107428

Alt Order #: 06860894

Product Desc: Issue

Estimate: 1970

Flight Dates: 10/04/12 - 10/08/12

Original Date / Rev: 10/03/12 / 10/16/12

Order Type: GENERAL

Primary AE: Amy McCreary

Sales Office: BLPHI

Sales Region: National

Agency

Name: Great American Media

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Democratic Senatorial Campaign Comm. *Revised*

Demographic: A35+

Product Codes: PLI2, PLI1

Priority: SELECT PRIORITY CODE

Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation: 00:05:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	40	\$59,375.00	\$50,468.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	40	\$59,375.00	\$50,468.75	0.00
Totals	40	\$59,375.00	\$50,468.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	24%	\$59,375.00
Market	100%	\$247,395.83

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$61,848.96
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$59,375.00
KTUD	1%	\$2,473.96
KVVU	20%	\$49,479.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$14,843.75

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/08/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	MTWTF--			2		\$600.00		0.00				

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 Flight Dates: 10/04/12 - 10/08/12

Advertiser: Democratic Senatorial Campaign Comm
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/08/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$600.00		0.00						
E 2	KSNV	10/02/12	10/08/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$1,000.00		0.00						
E 3	KSNV	10/02/12	10/08/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	1	\$1,900.00	1	0.00	NM	1	\$1,900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	1		\$1,900.00		0.00						
E 4	KSNV	10/07/12	10/07/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$750.00		0.00						
E 5	KSNV	10/07/12	10/07/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$750.00		0.00						
E 6	KSNV	10/02/12	10/08/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	M-----	2		\$1,000.00		0.00						
E 7	KSNV	10/02/12	10/08/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTWTF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	M-----	2		\$600.00		0.00						
E 8	KSNV	10/02/12	10/08/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$500.00		0.00						
E 9	KSNV	10/02/12	10/08/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$500.00		0.00						
E 10	KSNV	10/02/12	10/08/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$425.00		0.00						
E 11	KSNV	10/02/12	10/08/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$325.00		0.00						
E 12	KSNV	10/02/12	10/08/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$600.00		0.00						
E 13	KSNV	10/02/12	10/08/12		CM	5-630p	MTWTF--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$1,400.00		0.00			
E 25	KSNV	10/07/12	10/07/12	Sa-Su News 3 at ElevenCM		11pm-1135pm	-----S	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				Sa-Su News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,400.00		0.00			
E 26	KSNV	10/02/12	10/08/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
				Tonight Show											
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$750.00		0.00			
E 27	KSNV	10/02/12	10/08/12	Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	2	\$350.00	1	0.00	NM	2	\$700.00
				Late Night w/Fallon											
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$350.00		0.00			
E 28	KSNV	10/06/12	10/06/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
				Saturday Night Live											
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$2,000.00		0.00			
E 29	KSNV	10/07/12	10/07/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
				NFL Pre-Game											
FTBL in America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$2,400.00		0.00			
													Totals	40	\$59,375.00